

Guidelines for Proper Use of the Environmental Technology Verification Program[®] Name and International Logo

I. INTRODUCTION

The purpose of the Environmental Technology Verification Program is to convey objective, third-party data to the environmental marketplace about the performance of new environmental technologies. It is believed that the increased availability of such information will assist decision makers in selecting more effective and economically feasible technologies. Easy identification of technologies that have been tested and verified through ETV will facilitate the use of such data in the marketplace. For this reason, the U.S. Environmental Protection Agency (EPA) has registered The Environmental Technology Verification Program^{®1} Name and International Logo, “the Logo” (see Figure 1), as marks of the EPA. As such, the Name and Logo may only be used in accordance with the following guidelines. **Please distribute these guidelines to anyone who will be responsible for preparing materials that will contain the Environmental Technology Verification Program Name or Logo on your behalf.**

Definitions

- A *trademark*² is any word, symbol, or device used by a manufacturer to identify its products or services and to distinguish them from those manufactured or sold by others. It can be a simple word, an acronym, a logo, or even a slogan.
- A *service mark*² is one or more words or symbols that uniquely, distinctly, and legally identify the owner of a particular service. In legal terms, a service mark is an indication of origin of a service.

A trademark, whether it identifies a company, a product, or a service, is an asset. It is important that trademarks be used carefully to prevent developer/vendor confusion about ownership and responsibility, and to protect the valuable investments their owners make in them.



Figure 1. ETV Logo Options

Under no circumstances should the Name or Logo be used in a manner that would imply

¹Environmental Technology Verification Program is a U.S. registered mark.

²(1) & (2) Definitions extracted from 15 U.S.C. §§ 1051

EPA endorsement, approval, certification, guarantee, or warrantee of the company, its products, its technologies, or its services.

EPA oversees proper use of the Environmental Technology Verification Program Name and Logo. This includes monitoring the use of the marks in the marketplace and directly contacting those organizations that are using them improperly or without authorization. Consequences to developers/vendors of misusing the marks may include the revocation of the developer's/vendor's verification statement and report. In the U.S., trademarks are protected by both Federal statute under the Lanham Act, 15 U.S.C. §§ 1051 - 1127, and a state's statutory and/or common law. Please also note that under several Federal statutes, including 19 USC § 1526 and 19 USC § 1595(a), products imported into the U.S. using the marks improperly or without authorization are subject to possible seizure and forfeiture by the U.S. Customs Service.

II. GENERAL EDUCATIONAL USE OF THE ENVIRONMENTAL TECHNOLOGY VERIFICATION PROGRAM NAME AND LOGO

EPA's Environmental Technology Verification Program Name and Logo may be used for **general educational purposes** by anyone without specific permission from the Agency. The Name and Logo may be displayed when describing the Environmental Technology Verification Program, such as in an educational brochure, newsletter, annual report, or published general news or scientific article that provides details about the program's operation, requirements, or progress. In particular, EPA's ETV verification organizations are free and encouraged to use the Name and Logo in all of their public documents that discuss or publicize the program.

III. USE OF THE LOGO BY VENDORS OF VERIFIED TECHNOLOGIES

- **Who May Use the ETV Logo?** Vendors of technologies that have completed the verification process may use the ETV Logo to advertise the availability of information verified by ETV and the fact that the product or technology has completed verification under the EPA ETV Program.
- **When May the Logo Be Used?** The Logo may be used only after the vendor has received the completed verification report and statement from the ETV verification organization. [Note: Vendors may state publicly that a specific product/technology is being verified by ETV at any point after its acceptance into the program for verification. However, vendors may not use the ETV Logo until verification is completed and a report and statement have been issued.]
- **Prohibition on Using the Logo on a Product or a Product Label.** Under no circumstances may the ETV Logo be used alone on a product label on any verified technology. See Section V below for additional details.

IV. USE OF THE LOGO IN PRODUCT/TECHNOLOGY ADVERTISING

Only developers/vendors with products or technologies that have completed verification in the ETV Program may use the ETV Logo in print or electronic advertising, promotional, and sales materials. When doing so, they must comply with the following requirements.

- When preparing print or web advertisements, brochures, or other outreach documents, the Logo must be placed on or directly adjacent to the verified product/technology name, number, or other identification, so that the reader is clearly made aware of which individual product or technology has been verified.
- The Logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured or listed in the advertisement has been verified under the Environmental Technology Verification Program.
- Press releases that highlight the performance of an ETV verified technology may include the ETV Logo anywhere on the document. No other technologies can be featured in the same article unless these technologies have also completed the ETV verification process. (*See Attachment A*)
- If the Logo is used in a general advertisement for a product line where only certain models have been verified, the developer/vendor should include language that clarifies the situation (e.g., “The Widget Model 35B has been verified by the Environmental Technology Verification Program[®]”) or the developer/vendor may include specific language under each of the verified models (e.g., include a bullet point “Environmental Technology Verification Program[®] verified” in a list of product attributes).
- The ETV Logo mark cannot be used as part of a product/technology name.
- When using the Logo on the web, the Logo must be hot-linked to the ETV web site at www.epa.gov/etv. (*See Attachment B*)
- The only time the Logo may be used by vendors without making reference to a specific verified product or technology is when it is used to inform the public of the purpose of the mark. For example, a developer/vendor may display the Logo in a brochure, manual, or other document along with a statement that reads, “Look for the Logo associated with our Widget Model 35B. This means that the product’s performance was verified under EPA’s Environmental Technology Verification Program.” Under no circumstances may the Name or Logo be used in a manner that would imply EPA endorsement of the company, its products, its services, or the verified product.

- **LOGO DISCLAIMER STATEMENT**

When the Logo is used by a vendor or developer in connection with a product or its advertising, it should always be accompanied by the following statement:

Information on the performance characteristics of this technology [or technology name]

can be found at www.epa.gov/etv, or call [vendor contact] at xxx-yyy-zzzz for a copy of the ETV verification report. Use of the ETV® Name or Logo does not imply approval or certification of this product nor does it make any explicit or implied warranties or guarantees as to product performance.

The disclaimer statement must accompany the Logo, but they do not have to appear side-by-side; the phrase may be placed where normal explanatory information is found. For example, if the Logo is placed:

- On print advertisements or posters, the disclaimer statement may be placed with other standard trademark and registration information at the bottom of the advertisement where other companies' products are recognized (e.g., "Product X is a registered trademark of XYZ Corp.); or
- On brochures and manuals, the phrase must appear with the first use of the Logo and/or in the front section with the recognition of other trademarks.

The type on the Logo disclaimer statement must be visible – at a minimum, 2.5 point type size. In addition, the disclaimer statement should be translated into languages appropriate for the intended end market of the product.

VI. REPRODUCTION OF THE LOGO

The Logo is available in color and in black and white in several graphic formats: *.EPS (Encapsulated Postscript), *.BMP (Bitmap), and *.tif (tagged image file).

- The Logo may be displayed either as a solid image or an outlined image. It is recommended that the display of the ETV Logo be consistent throughout a publication.
- The Logo should appear as a crisp, clear, and distinguishable image (i.e., not a second or third generation reproduction).
- The Logo may be resized, but the proportions must be maintained.
- The Logo must not be altered, cut apart, or separated in any way.
- The colors of the two-color Logo must be reproduced faithfully.
- The two-color Logo may be reproduced in black and white.
- A simplified outline or "line art" Logo may be reproduced in the following manner:
 - Black or white on solid colors; or
 - One-color in the color of your choice.

VII. THE TRADEMARK GOLDEN RULES

1. **Always** use a trademark as an adjective, accompanied by an **appropriate** noun. Do not use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. Do not abbreviate a trademark.
2. **Always** use the proper spelling and the proper trademark symbol. For the trademark symbol, the superscript or subscript mode is preferred, but if it is not available, use parentheses: (TM), (SM), or (R).
3. **Always** use trademarks and brand names in the ways they were intended to be used. Do not use them for goods or services for which they were not originally intended. Do not alter them in any way. Do not make puns out of them or portray them in a negative light.

VIII. REGISTERED MARK

As noted above, the Environmental Technology Verification Program Name and Logo are registered marks of the EPA. When using the Environmental Technology Verification Program Name or Logo in communications and marketing materials, you must adhere to the following.

- The registered status of the marks must be indicated by including the registered symbol (®) *each time* the Environmental Technology Verification Program Name or Logo appears in a brochure, advertisement, poster, product packaging, etc. (i.e., Environmental Technology Verification Program®). Please note that in EPA-developed materials where the phrase Environmental Technology Verification Program is used repeatedly, such as in these Logo use guidelines, the registered symbol will only appear once so as not to distract the reader.
- The registered mark statement, “Environmental Technology Verification Program is a U.S. registered mark,” may also be used in addition to the registered symbol above to indicate the registered status of the mark. Similar to the disclaimer statement, the registered mark statement may be placed where normal explanatory information is found (e.g., at the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

For additional questions regarding the use of the logo, contact:

The applicable ETV Verification Organization

The applicable EPA ETV Center Manager

Environmental Technology Verification Program
Office of Research and Development
513-569-7884 (phone)

June 2001

513-569-7680 (fax)

Environmental Technology Verification Program Internet Web Site: www.epa.gov/etv

ATTACHMENT A **Appropriate Use of the ETV Logo in Advertisements**

This Bacharach brochure page highlights several points on the adequate use of the ETV Logo in advertisements.

- The Logo may be used only after the vendor has received the completed verification report and statement from the ETV verification organization.
- The Logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured or listed in the advertisement has been verified under the Environmental Technology Verification Program.
- The advertisement includes the statement: “The use of the ETV Name or Logo does not imply approval or certification of this product nor does it make any explicit or implied warranties or guarantees as to product performance.”

Press releases that highlight the performance of an ETV verified technology may include the ETV Logo anywhere on the document.

Introducing The ECA 450



It's like no other industrial grade portable combustion efficiency and environmental analyzer on the market today.

The ECA 450 determines the burner efficiency of furnaces, boilers and other industrial combustion equipment, helping plants reduce fuel costs while determining and monitoring pollutant levels. And it does it with the most user-friendly interface currently available. In fact, no other competitive instrument offers as many features or delivers such sophisticated measurements with such ease.

In addition, the ECA 450 is EPA/ETV test verified for NO_x emissions ensuring more accurate measurements.

So whether you're concerned about combustion efficiency or environmental compliance — or both — the ECA 450 is a simple solution for your sophisticated needs.

Information on the performance and use of this technology can be found at www.epa.gov/etv, or call Bacharach, Inc. at 1-800-736-4666 for access to the ETV verification report. The use of the ETV Name or Logo does not imply approval or certification of this product nor does it make any explicit or implied as to product performance.

1-800-736-4666

BACHARACH

ATTACHMENT B

Appropriate Use of the ETV Logo on the Web

When developers, vendors, or verification organizations prepare ETV advertisements or other information regarding ETV verified products for inclusion on the web, the Logo must be placed on the web page in order to identify the ETV Program. In all cases of the use of the Logo on the web, the Logo should be hot-linked to the EPA ETV Web site at www.epa.gov/etv.

As an example, the NSF web site incorporates most of the guidelines for appropriate Logo use: www.nsf.org/etv/



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